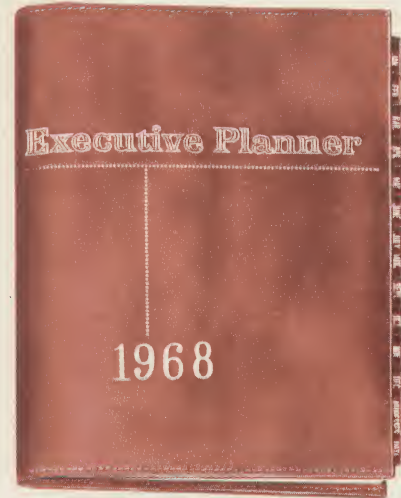


This Special Offer Is Open to You If You Give Christmas Gifts

**Place \$1.00 in the enclosed
Envelope and Receive a \$4.90
Desk Diary by Return Mail!**

T. NELSON SYSTEMS CONSUL.
BOX 1546
POUGHKEEPSIE, N.Y.
12603



If your firm follows the custom . . .

. . . of giving Christmas gifts in the \$5.00 and under category . . . I have a unique gift I would like to send you for a token charge of \$1.00.

Naturally everyone feels his item is unique. But we base our claim of uniqueness upon some rather surprising figures. The item - called The EXECUTIVE PLANNER - has never been nationally advertised. Yet, here is the pattern of increased useage over the past five years:

1962 - 42%; 1963 - 46%; 1964 - 51%; 1965 - 64%; 1966 - 73%

And these growth figures are perhaps best explained by the fact that once a firm selects the EXECUTIVE PLANNER as a Christmas gift. . . their gift problem is solved for years to come. For example: one out of every two firms who first selected the EXECUTIVE PLANNER as their gift in 1965 bought again in 1966. Two out of three who bought two years in succession repeated the third year. And 7 out of 10 who bought three years in succession bought for the fourth consecutive year!

So the EXECUTIVE PLANNER seems to have the magic ingredients we all look for in a gift item: It is used day in, day out - year in, year out. The giver enjoys maximum goodwill every day of the year!

As I say, if you follow the custom of giving Christmas gifts in the \$5.00 and under category, I want to send you an EXECUTIVE PLANNER right now. Even if you do not select this unique item as your gift this year . . . we are confident it will merit a prominent place on your desk for your own personal use.

Simply place \$1.00 in the enclosed envelope and mail today. No salesman will call. You can't lose. And you may have your Christmas gift problem solved for years to come.

Sincerely,

James E. Dunaway

James E. Dunaway
Vice-President

JED/hh



Baldwin Cooke Company 5714 DEMPSTER STREET, MORTON GROVE, ILLINOIS 60053

MORTON GROVE, ILLINOIS 60053

To: Mr. James E. Dunaway

Enclosed is \$1.00. Please send my personal copy of the \$4.90 EXECUTIVE PLANNER. I am under no obligation to order any additional copies. But I do agree to consider the item as a Christmas gift.

Signed.....

Title.....